

Strengthening ESG strategy of products for competitive advantage

How dss+ helped company navigate sustainability



Tournaire Group is a French manufacturer that specialises in aluminium packaging for niche sectors such as perfumery, pharmaceutical, and fine chemicals. The company has about 280 employees and its products are distributed to more than 70 countries across the world.

The challenge

Tournaire's environmental, social, and governance (ESG) strategy needed enhancing. The company wanted to go beyond the basics and assess its products through a holistic lens. That meant capturing the recyclability, full lifecycle impacts, and strategic positioning of its products against alternative materials. In particular, it wanted to showcase aluminium's sustainability potential and turn it into a competitive advantage.

The company worked with dss+ to help heightened its ESG communication with a robust, data-driven approach to better serve its clients and investors.

The solution

dss+ first conducted a comprehensive Life Cycle Assessment (LCA) to compare Tournaire's containers against alternative packaging solutions. dss+ then used the Circular Footprint Formula to evaluate the environmental benefits of recycling at end-of-life. The results showed that in a linear model, their products only performed better than the alternatives when reuse and recycling is possible. To achieve better use and recycling you would need a robust logistics system.

Additionally, the analysis identified three major levers for Tournaire to improve its ESG strategy: accelerate the transformation of the industry to so called "green aluminium," increase the share of recycled aluminium in production, and source clean electricity for manufacturing processes.

Impact on the ground

Greater understanding
of sustainability
concepts

Confirmation to
shift toward circular
economy models

Framework for
ESG improvements

The inflection point

"The expertise of the dss+ team helped us navigate complex concepts and multiple options to find the solid, science-based positioning we were looking for. We learned a lot along the process and enjoyed a great collaboration."

Damien Canac,
VP Business &
Innovation



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